

## Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 052186  
ORIGIN INR-04

INFO OCT-01 SS-14 ISO-00 NEA-03 NSC-01 NSCE-00 /023 R

DRAFTED BY INR/XR/RS: D LLOYD:EMM

APPROVED BY INR/XR: E R PLATIG

NEA/RA: D MORAN

NEA/ARN: T CAROLAN

-----100631Z 090432 /22-12

R 091840Z MAR 77

FM SECSTATE WASHDC

TO AMEMBASSY DAMASCUS

LIMITED OFFICIAL USE STATE 052186

LIMDIS-RESEARCH

E.O. 11652: N/A

TAGS: OGEN

SUBJECT: PROPOSED RADIO RESEARCH IN SYRIA

REF: DAMASCUS 0438, AMMAN 0322

1. USIA HAS REQUESTED DEPT OF STATE RESEARCH COUNCIL (DSRC) CLEARANCE FOR PROPOSED PARTICIPATION IN SURVEY OF TELEVISION VIEWING IN SYRIA FOR JORDANIAN TV, TO BE CARRIED OUT BY MIDDLE EAST MARKET RESEARCH INSTITUTE (MEMRI), BEIRUT.

2. MEMRI HAS APPROACHED USIA WITH OFFER TO ADD QUESTIONS PERTAINING TO VOA (AND OTHER FOREIGN RADIO LISTENING) AND RELATED RADIO AND TV MEDIA HABITS TO SURVEY. QUESTIONS WOULD NOT DEAL WITH STATION CREDIBILITY OR OTHER "IMAGE" RELATED TOPICS WHICH MIGHT PROVE SENSITIVE. QUERIES ABOUT

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VOA LISTENING WOULD BE ASKED ONLY IN THE CONTEXT OF OTHER INTERNATIONAL STATIONS (BBC, CAIRO, MONTE CARLO, ETC.) TO MINIMIZE LIKELIHOOD OF USG SPONSORSHIP BEING EVIDENT TO PARTICIPANTS. CONTRACTOR HAS SUCCESSFULLY CONDUCTED FIELD WORK FOR USIA PREVIOUSLY IN LEBANON, KUWAIT AND SAUDI ARABIA.

3. SHOULD USIA PARTICIPATE IN SURVEY AS OUTLINED ABOVE,  
BASIC SPONSORSHIP WOULD REMAIN THAT OF JORDANIAN TV.  
4. PAO'S IN DAMASCUS AND AMMAN BOTH INDICATE SUPPORT FOR  
SURVEY IN REFERENCED CABLES. BEFORE MAKING FINAL  
DECISION ON PROPOSAL, DEPT WOULD APPRECIATE EMBASSY'S  
VIEWS WITH RESPECT TO POSSIBLE FOREIGN POLICY  
SENSITIVITY.  
VANCE

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NNN

## Message Attributes

**Automatic Decaptoning:** Z  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decapton Date:** 22 May 2009  
**Decapton Note:** 25 YEAR REVIEW  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977STATE052186  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** D LLOYD:EMM  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Message ID:** 5dcbd1ba-c288-dd11-92da-001cc4696bcc  
**Office:** ORIGIN INR  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** LIMDIS  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
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**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** LIMDIS  
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**Review Release Event:** n/a  
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**Status:** NATIVE  
**Subject:** PROPOSED RADIO RESEARCH IN SYRIA  
**TAGS:** OGEN  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009